

Message Text

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PAGE 01 STATE 009677
ORIGIN COME-00

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FM SECSTATE WASHDC
TO AMEMBASSY MEXICO

UNCLAS STATE 009677

PASS U.S.T.C. MEXICO FOR INFO

E.O. 11652: N/A

TAGS: BEXP, AFSP, MX

SUBJECT: FY 1978 COUNTRY COMMERCIAL PROGRAM - MEXICO

REF: MEXICO 4504, 4/7/76; MEXICO A-309, 11/12/76; STATE
292385, 12/10/76

1. FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO
PRELIMINARY FY 1978 CCP INPUTS SUBMITTED BY POST REFTEL IN
RESPONSE STATE 054879 AND ARE PROVIDED AS GUIDANCE TO
ASSIST POST IN FORMULATING ITS DRAFT CONTRIBUTION TO FY
1978 CCP DUE 2/11/77.

2. POST MAY FIND USEFUL AS AIDS TO THE UPDATING, REVIEW OF
ALTERNATIVE CAMPAIGN THEMES, AND THEME REFINEMENT FOLLOWING
TABLE SHOWING FY 1978 TC MAJOR EVENTS, PRELIMINARY CAMPAIGN
NUMBERS PER MEXICO 4504 AND BEST PROSPECTS PER REPAIR:
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TC PRELIM.
SCHED. CCP CAMP. BEST PROS. THEME

- | | |
|---|--------------------------|
| 1 | DRILLING EQUIPMENT |
| 2 | 2 GRAPHIC ARTS EQUIPMENT |

6/78	1	3	METALWORKING MACHINERY
	4	4	FOOD PROCESSING AND PACKG.
5/78			PACKAGING
		5	PLASTICS, RUBBER AND CHEMI- CAL EQUIPMENT
		6	ELECTRONICS INDUSTRY PROD; AND TEST EQUIPMENT
		7	ELECTRONIC COMPONENTS
		8	HEALTH CARE EQUIPMENT
9/78	3	9	PRODUCTION PROCESS CONTROL INSTRUMENTATION
		10	COMMUNICATION EQUIP. AND SYSTEMS
		11	AGRICULTURAL EQUIPMENT
		12	AUTOMOTIVE EQUIPMENT
	6	13	ELECTRICAL POWER GENERATION
	5	14	WOODWORKING (CCP ONLY: AND FORESTRY)
11/77	8	15	COMPUTERS AND PERIPHERAL EQUIPMENT
1/78	7	16	CONSTRUCTION AND MATERIALS HANDLING
1/78	10	17	MINING EQUIPMENT
		18	ENGINES AND MECHANICAL POWER
11/77		19	TEXTILE MACHINERY
		20	AVIATION AND AVIONICS EQUIP.
	9		MASS TRANSIT AND TRAFFIC CONTROL
3/78			CHEMICAL/PETROCHEMICAL INDUS-

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			TRIES EQUIPMENT
	11		CERAMICS INDUSTRY EQUIP./ MATERIALS
		12	LABORATORY INSTRUMENTS
7/78	13		SECURITY AND SAFETY

3. POST REQUESTED TO REVIEW CAMPAIGN THEMES AND ALTERNATES TO SELECT THOSE WHICH NOW APPEAR TO OFFER BEST RETURNS CONSIDERING AVAILABLE RESOURCES BUSINESS CONSIDERATIONS AND OUTLOOK,

4. FY 1978 MF BSP TC SCHEDULE SHOULD BE COVERED ENTRE ALIA IN DISCUSSIONS BETWEEN ACTING COMMERCIAL COUNSELOR AND TC DIRECTOR.
KISSINGER

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Disposition Case Number: n/a
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